



MOЯ FPYTA KPOBI







15 million Free blood type tests over 5 years

Blood type tests in year 1

2 million

6 fold Increase in new blood donors recruted

Registrations on the DonorUA system 9.5 million

3 million New blood donors recruited

Additional recurring blood donors 750,000

24.5% Reduction in potentially survivable deaths*

Program cost per person tested

€2.25

*according to the US Army Institute of Surgical Research



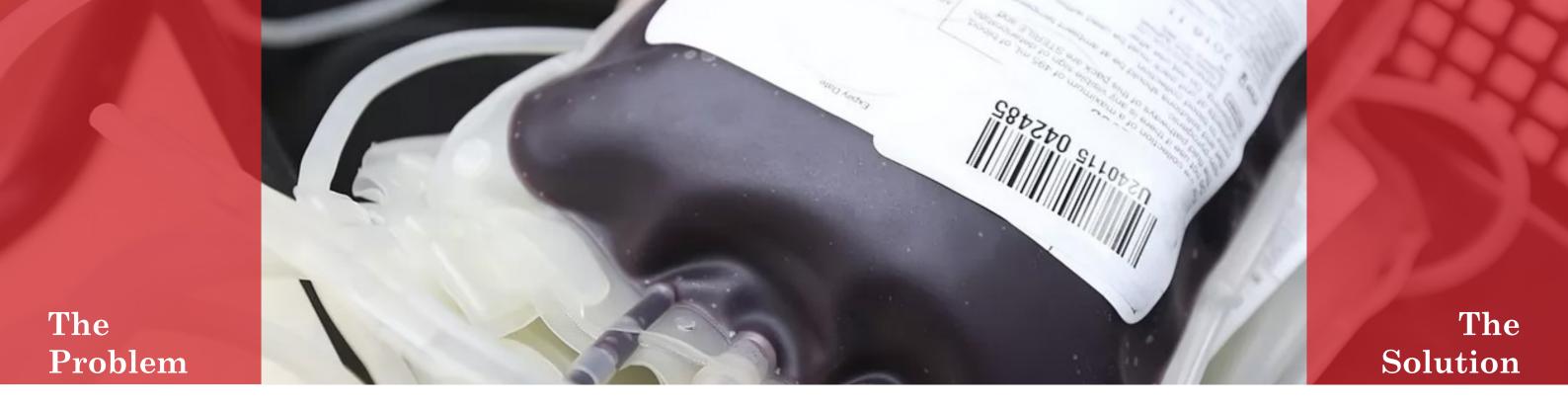












Battlefield blood transfusions are a critical component of military medicine, particularly concerning combat injuries and civilian injuries in conflict zones. In Ukraine, battlefield blood transfusion is not routinely performed, and unfortunately, major haemorrhage from combat injuries remains the leading cause of preventable death on the battlefield. The urgent transfusion of blood products remains a missing cornerstone in the management of such injuries.

Due to nearly six million Ukrainians fleeing the war abroad and a significant increase in both military and civilian severe trauma injuries, the quantity of available blood and the quantity needed have changed significantly.

Statistics on blood donors per capita in Ukraine: As of the latest available data from 2021, Ukraine had an estimated average of 12.8 blood donors per 1,000 people. While this figure may indicate some level of donor participation, it falls short of meeting the demand for blood products, especially in the context of increased injuries and conflict related trauma. The situation demands urgent attention to bolster the number of blood donors and create broader civilian awareness of their blood type. When the blood type of an individual is known, it can save valuable minutes in treating severe blood loss and save lives.

There is an urgent need for the recruitment of significant numbers of new blood donors and for wider civilian awareness of their blood type. The current efforts to recruit new blood donors have been attempted over the last 16 months in Ukraine but have had limited success as they have often been very localised.

Addressing the situation requires concerted efforts from both government authorities and non-governmental organisations to implement nationwide campaigns and educational programmes to raise awareness about the importance of blood donation and its impact on saving lives, particularly in conflict zones and military operations.

The solution to the pressing issue of blood supply shortages in Ukraine lies in greater awareness of an individual's blood type and recruiting larger numbers of blood donors. Implementing various methods for blood type testing and leveraging modern technology can enhance the effectiveness of donor recruitment efforts and ensure an adequate blood supply to respond promptly to emergencies, achieving the highest attainable standard of healthcare.

Increasing public awareness about knowing one's blood type through point-of-care blood typing, educational campaigns, mobile apps, and community testing empowers people to make informed decisions about becoming donors. This ensures healthy lives and promotes well-being for all at all ages. Healthcare professionals can access blood types swiftly during emergencies, leading to faster and more precise transfusions, saving lives. The Walking Blood Bank will recruit Ukrainian military veterans as volunteers for the programme, many of whom know only too well the importance of a sufficient blood supply.

Embracing technology in the donation process through online platforms and apps streamlines registration and sends alerts to registered donors during critical times. Technology is used to optimise donor matching, reducing wastage and maximising the impact of each donation, ensuring that no community in Ukraine is left with a shortage of blood.

Organising coordinated donation drives amplifies recruitment efforts, fostering a culture of voluntary donation. Success stories and testimonials inspire donors, building altruism and responsibility. Addressing disparities by mobile donation units ensures equitable access. Engaging local communities taps potential donors effectively.

In conclusion, raising awareness and recruiting more donors, leveraging technology, and organising drives can enhance Ukraine's healthcare resilience during the war in treating combat injuries and severe trauma. It will also future-proof Ukraine's state and healthcare institutions to prevent, mitigate, and respond to crises, conflict, natural disasters, and social shocks.



Our proposal is to establish a 'Walking Blood Bank' in Ukraine, a collaboration between DonorUA, the Yashchenko Foundation, and Eldon Biologicals, the producer of the point-of-care blood-typing device, the EldonCard. The primary objective is to provide over five million free blood type tests within the first year of the programme. To achieve this, we will train testers to safely conduct blood tests using EldonCards and record the results on DonorUA's mobile application. This will enable push notifications to potential blood donors when their specific blood type is urgently needed in a particular location, directing them to nearby donation centres.

To ensure widespread coverage and accessibility, the programme will operate stalls in city centres and shopping centres across towns throughout Ukraine. By setting up these stalls, across the country we aim to reach a diverse pool of potential donors, enhancing cooperation with healthcare authorities and optimising the blood supply during critical times.

The partnership between the Yashchenko Foundation, DonorUA, and Eldon Biologicals brings together expertise and resources to effectively implement the 'Walking Blood Bank.' The Yashchenko Foundation's experience in humanitarian missions and crisis response will aid in managing the logistics of setting up stalls and coordinating mobile teams in front-line areas. DonorUA's established mobile application and database will serve as a reliable platform for recording and notifying donors about urgent blood needs, as well as running the testing stations across Ukraine. EldonCard's reliable blood type testing technology, used by many blood banks to generate new donors, will enable efficient and accurate rapid testing in a safe manner.

By offering free blood type tests and utilising technology, the 'Walking Blood Bank' aims to engage and motivate individuals to participate as blood donors. This initiative encourages proactive involvement in blood donation.

The success of the 'Walking Blood Bank' relies on the collective efforts of the partners involved and the support of local communities. Through effective coordination, public awareness campaigns, and continuous training of testers, we anticipate achieving our goal of providing 15 million free blood type tests and creating a robust network of willing blood donors in Ukraine. By working together, we can significantly strengthen the nation's healthcare system, ensuring a timely and sufficient blood supply to save lives during the war and into the future. The 'Walking Blood Bank' will become a vital component of Ukraine's healthcare infrastructure.

Eldon Biologicals:

Eldon Biologicals will be responsible for supplying the EldonCards required for conducting the blood tests. Additionally, they will oversee the training of testers in effectively using these tests to ensure accurate and reliable results.

DonorUA:

DonorUA will take charge of managing the testing stations strategically located in urban centres throughout Ukraine. Their expertise will ensure the implementation of a regular testing programme, aiming to achieve our ambitious target of conducting five million tests in the first year of the programme. Moreover, DonorUA has developed a comprehensive platform for recording blood donors and coordinating with blood banks and donation centres, facilitating seamless connections between donors and recipients.

Yashchenko Foundation:

The Yashchenko Foundation will be responsible for efficiently distributing testing kits to teams operating across Ukraine. as well as providing testing services in front-line communities, where access to healthcare is limited due to the ongoing conflict. Their humanitarian experience and expertise will aid in ensuring that testing reaches even the most challenging and remote areas in the country.

MOH FPYTA KPOBI

ДІЗНАЙСЯ СВОЮ ГРУПУ КРОВІ БЕЗКОШТОВНО Pilot Program



The pilot programme is conducting 20,000 blood tests. To kick-start the initiative, we selected 20 volunteers from various cities across Ukraine to come together in Lviv. These volunteers received comprehensive training to become trainers themselves and play a crucial role in launching the programme. The field training took place in a shopping centre and Lviv City Centre, allowing the trainers to gain practical experience and refine their skills.

After completing their training in Lviv, the trainers returned to their respective cities equipped with the knowledge and expertise to lead their initial teams. These teams are responsible for conducting community testing in their respective cities, reducing transportation costs and encouraging a local grassroots movement. By training local teams, we ensure that the programme is well-integrated into different communities across Ukraine, allowing for more efficient and widespread blood testing.

What we have achived so far:

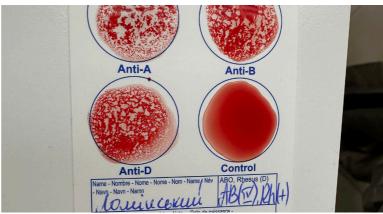
- Trained 20 trainers in the ("Train-the-Trainer Program) from all over Ukraine.
- Our trainers have established teams in Kyiv, Lviv, Odesa, Rivne, Bila Tserkva, Chernivtsi, Cherkasy, Zaporizhzhia, Khmelnytskyi and Kropyvnytskyi.
- We have improved the training and work of the promotors and improved the supporting materials as well as standardised the desk layouts.
- By using the EldonCard, Donor.ua has demonstrated a six-fold increase in the number of donor registrations on the DonorUA platform during outreach events.
- Established a robust base on which to expand the program in the next phase.















The full programme aims to conduct up to 15 million tests over the course of the project, targeting 2 million in the first year, building on the success and experience gained from the pilot programme. To achieve this goal, we will expand the network of testers, enhance logistics, and leverage technology for efficient coordination, ensuring that equipment deliveries match the capacity for testing by DonorUA testing teams.

We will recruit and train a larger number of testers across various cities and regions throughout Ukraine. Building on the initial group of 20 trainers from the pilot programme, we will expand our trainer pool, allowing for a significant increase in the number of testers that can be trained and improving the geographic dispersal of the training. These trainers will provide specialised training in blood testing using EldonCards and in using the DonorUA platform, as well as being taught how to encourage the public to get tested.

We will enhance logistics to facilitate the smooth functioning of the 'Walking Blood Bank' on a larger scale. This includes establishing additional testing stations in the majority of cities and towns across Ukraine, ensuring convenient access to blood testing for as many people as possible. Collaborations with local healthcare authorities, community organisations, and medical facilities will be strengthened to optimise blood donation campaigns and drives.

We will also significantly expand our front-line testing programme with dedicated teams conducting tests on a daily basis in Khersonska, Dnipropetrovska, Zaporizhska, Donetska, and Kharkivska Oblasts, as well as border communities in Chernihivska and Sumska Oblasts, ensuring that everyone in Ukraine has access to the programme and we reach as many potential donors as possible.

The Walking Blood Bank will ultimately assist with the implementation of UNSCR 1325 on Women, Peace, and Security, particularly the recommendations related to the special needs and human rights of women and children in conflict situations.

Technology will play a crucial role in managing the scaled-up programme effectively. DonorUA's established database and mobile app will be further developed and refined to accommodate the increased number of donors and their blood types, improving coordination with blood banks across the country.

Public awareness campaigns will be intensified to promote the importance of blood donation and the 'Walking Blood Bank' initiative nationwide. We will collaborate with media outlets, influencers, local and national leaders, and the Ministry for Health of Ukraine to spread the message and engage more individuals in becoming voluntary blood donors. The success stories of those whose lives were saved through timely blood transfusions will be shared, inspiring others to participate in this life-saving cause.

Additionally, partnerships with other humanitarian organisations and local authorities will be expanded to ensure the programme's sustainability and reach in all regions of Ukraine. The Yashchenko Foundation's experience in crisis response will be instrumental in managing logistics and reaching front-line communities.

As the 'Walking Blood Bank' scales up to conduct up to 15 million tests over the course of the program, with 2 million in the first year, its impact on healthcare in Ukraine will be profound. By empowering communities, fostering a culture of voluntary blood donation, and utilising modern technology, we will create a robust and resilient blood supply network capable of saving countless lives. Together, we will make a transformative difference in Ukraine's healthcare system, securing a brighter and healthier future for all, both during the war and for many years to come.

For a humanitarian system to be accountable and effective, decision-making power must be in the hands of the people affected by crises. This requires humanitarians to recognise women, girls, men, and boys of all ages and in all their diversity as the first responders and active agents in their own relief and recovery. By engaging grassroots volunteers across Ukraine, we are enabling a locally led response to the critical shortage of blood in Ukraine.



DonorUA has been at the forefront of enhancing blood donation practices in Ukraine since its inception in 2014. As a non-profit organization, they have been a vital recruitment and coordination platform, partnering with esteemed institutions like the Ministry of Health of Ukraine (MoH) and the Ukrainian Transplant-Coordination Centre (UTCC) to bolster the national blood system.

Their mission revolves around automating the blood donor recruitment and coordination processes. Through our platform, we seamlessly connect donors, patients, hospitals, healthcare experts, blood centres, and local authorities. Notably, over 137,000 dedicated blood donors are registered on their platform, actively contributing to regular blood donations. This system serves as a valuable tool for planning donations on behalf of donors and coordinating the blood supply needs of blood banks, all while prioritizing security measures.

In close collaboration with government bodies, DonorUA actively monitors blood storage levels and rallies blood donors to ensure sufficient coverage for healthcare demands. Since April 2022, DonorUA has been officially authorized to transport blood and its components to front-line areas based on the requisites of the MoH and UTCC.

Their initiatives include recruiting blood donors to meet hospital needs, promoting regular non-remunerated voluntary blood donations, and raising awareness through projects like the DonorUA Art Project and DonorUA Awards, the BLOOM campaign, blood delivery to front-line hospitals, and advocacy efforts aimed at aligning Ukrainian legislation with European standards are also among our key activities.

DonorUA, are driven by a singular purpose: saving lives through blood donation. Our unwavering commitment, backed by innovative IT solutions and strategic partnerships, is making a profound impact on healthcare in Ukraine, fostering a culture of voluntary blood donation, and ultimately contributing to safer and healthier communities.

The Yashchenko Foundation's primary mission is to provide essential support to communities across Ukraine facing significant challenges. Our programmes are tailored to assist the most vulnerable members of society. This includes frontline humanitarian aid delivery aimed at ensuring a sustainable supply of nutrition, medication, WASH, hygiene, and reconstruction supplies to those most in need. We also offer evacuation services for individuals seeking to leave frontline areas, work to ensure sufficient quantities of blood donors to support hospitals nationwide, provide assistance to internally displaced persons (IDPs) as they rebuild their lives, furnish hospitals and rehabilitation centres with medical supplies and equipment, and construct bomb shelters for schools in border communities to facilitate their reopening.

The foundation originated from the OSD team. After two years at OSD, it became evident that the scale of thir humanitarian efforts in Ukraine and aspirations for future expansion would be better realised as a separate entity. Consequently, the core team, partners, programmes, warehouses, offices, and aid suppliers from OSD have transitioned to the Yashchenko Foundation. This entity is named in honour of their former colleague, Maksim Yashchenko, who went missing on the frontline in 2023.

Over the past two years, their team delivered over 704 van loads of aid and evacuated more than 3,000 civilians from high-risk areas. Additionally, we they distributed 31.7 million medical items to hospitals and approximately 1,667 tonnes of humanitarian aid to the communities most affected by the full-scale invasion.

The Yashchenko Foundation team's past work, focused on logistics around humanitarian aid delivery and evacuations in Ukraine, exemplifies its dedication to alleviating human suffering and promoting resilience during the war. Through meticulous planning, efficient coordination, and a network of dedicated volunteers, the organisation has made a significant impact on the lives of thousands of individuals.



Eldon Biologicals A/S, a Danish manufacturer, specializes in producing dry format cards for blood grouping. Stemming from an innovation by Danish physician Knud Eldon, EldonCards have a long history of refinement, manufacture, and utilization.

The EldonCard represents the pinnacle of quality. It holds ISO certification, EU's CE marking, approval from the US FDA, and registration with relevant authorities in various countries, including Ukraine. Eldon Biologicals also holds the distinction of being an approved NATO vendor. Notably, countries like the UK, the US, and Denmark routinely employ the EldonCard to bolster blood donor mobilization efforts.

Throughout its existence, millions of cards have been utilized to determine individuals' blood groups within the ABO-Rhesus (D) system. This aids in ensuring compatibility between patient and donor blood.

Further advantages by using the EldonCard professionally:

- Exceptionally easy to use erases all human error
- Portable and compact
- Blood grouping possible on location without the need of a laboratory
- Gets the result within 2.5 minutes and is an adaptable point-of-care blood typing system

The EldonCard stands out for its exceptional accuracy. Rigorous testing against standard blood typing procedures utilizing directly agglutinating antibodies has demonstrated remarkable results. Laboratories across different countries have consistently reported a 99.9 percent concordance between the EldonCard's outcomes and meticulously executed standard blood typing procedures.

EldonCards are distributed to healthcare providers and non-governmental organizations globally, serving as an essential cornerstone in strengthening health systems worldwide.

The project's management will be a joint effort by Eldon Biologicals, DonorUA, and the Yashchenko Foundation. This three-way collaboration leverages the expertise and strengths of each partner to ensure the programme's success. All three partners share a commitment to enhancing blood supply and healthcare in Ukraine.

The administration of the programme is structured into two distinct facets, each handled by a specialised partner. DonorUA assumes responsibility for the operation and management of the 500 testing centres dispersed throughout the country. This includes overseeing the day-to-day operations of these centres, liaising with potential partners who wish to contribute testing facilities to the programme, and ensuring uniform testing protocols for accurate results.

The Yashchenko Foundation takes charge of the logistics of the programme as well as the administration of programme funding. This involves the efficient distribution of test kits to all testing teams across the country, ensuring that every location is well-equipped to conduct blood type tests. In addition, the Yashchenko Foundation will manage the operation of front-line testing teams, directly engaging with communities in high-need areas. By managing these logistics, the Yashchenko Foundation can utilise its existing system to provide cost-effective distribution of equipment for the programme across the country. Utilising the Yashchenko Foundation's UK registration for administration will provide better transparency and accountability to project donors.



The budget for the full-scale implementation has been designed to ensure the efficient utilisation of resources while also ensuring we have sufficient responces to conduct the full number of tests over the program lifespan whilst complying with all health and saftey standards. The budget is structured to cover both one-time expenditures and recurring monthly costs.

Fixed Costs and Equipment:

The fixed costs include a range of essential components. EldonCards, the cornerstone of the blood typing process, account for a substantial portion of the budget at a cost of EUR 0.81 per unit. Additionally, we will require the purchase of PPE for our testing teams. Suitable waste disposal equipment has also been accounted for to ensure compliance with medical standards. Supporting materials such as clothing, banners, table equipment, and assorted stationery are required to ensure each stand across the country is standardised and uniform. We also need to provide vehicles and protective armour for our front-line testing teams.

Ongoing Costs:

The ongoing costs cover the critical expenses necessary to sustain the initiative's operations. This includes the expenses for a team of leaders and trainers as well as programme management costs for both DonorUA and the Yashchenko Foundation. The expenses for the 500 testing teams and the frontline teams have been minimised. Vehicle expenses, including fuel, accommodation, and other costs, are outlined for the frontline teams, who will have a significant amount of travel from their bases in Mykolaiv, Dnipro, and Kharkiv. Accountancy and financial control costs have also been included to ensure financial compliance and timely reporting.

A 10% contingency provision has been included in both the fixed costs and equipment and the ongoing costs to ensure flexibility in responding to unforeseen challenges or emergent needs, as well as accounting for foreign exchange transaction losses.

Figures over EUR 5 are rounded to the nearest Euro.

The scale-up of the programme is broadly scheduled to last for the first quater of the full program to be held in 2024. We estimate that 200,000 tests can be completed in this period as the recruitment of testing teams and training will take time.

The expenses allocated for the scale-up period depend on their usage; for example, medical glove usage is tied to the number of tests conducted, whereas clothing will account for approximately a quarter of the annual budget, reflecting the plan to have 125 of the 500 teams operating in the first quarter and 5 of the 10 frontline testing teams.

The scale-up costs outlined in the budget are a subsection of the 2024 total annual budget and are thus included within the annual total for 2024.

This phased approach to scaling up is vital to ensuring that the project can be managed effectively as we transition from the pilot programme to the full-scale programme. Over the following two years, the programme will be further scaled up as teams gain more experience.

The recruitment of volunteers and trainers will continue throughout 2024 to reach the full number of testing locations and frontline testing teams. It is anticipated that throughout 2024 we can achieve 2,000,000 blood tests across Ukraine, with the objective of recruiting 400,000 new blood donors.

This alone would significantly reduce the shortage of blood still experienced across Ukraine and begin to decrease the number of potentially survivable deaths Ukraine is experiencing as a direct result of the shortage of blood donors.

Fixed Costs and Equipment

Fixed Costs	(EUR)	Scale-up	2024	2025	2026	2027	2028
DK / Eldon Biologicals A/S	Blood typing	200,000	2,000,000	2,250,000	3,800,000	3,800,000	3,800,000
ELDONCARDS	Ukraine KITs	4,000	40,000	45,000	76,000	76,000	76,000
	_						
	Cost / EUR	188,000	1,880,000	2,115,000	3,572,000	3,572,000	3,572,000
Medical Gloves (box of 1000)		27,500	275,000	350,000	550,000	500,000	550,000
Clothing		5,000	20,000	10,000	20,000	10,000	10,000
Banners		12,500	50,000	10,000	50,000	10,000	10,000
Desk lamps		1,400	5,250	1,000	5,250	1,000	1,000
Paper Towels		3,528	35,280	35,280	70,560	70,560	70,560
shelf/draw		3,000	11,708	1,000	11,708	1,000	1,000
Organiser		600	1,890	500	1,890	500	500
Badges		1,638	16,380	16,380	23,760	23,760	23,760
Rubbish bins		400	1,470	500	1,470	500	500
Rubbish bags		400	1,260	1,400	2,520	2,520	2,520
Sharps Medical disposal bins		1,250	5,000	1,000	5,000	1,000	1,000
Assorted stationary		2,500	10,000	5,000	10,000	5,000	5,000
Disinfectant gel		19,400	77,742	77,742	233,226	233,226	233,226
Blood type signs		3,000	12,600	1,000	12,600	1,000	1,000
Armour for front-line teams	x30	15,000	30,000	5,000	5,000	5,000	5,000
Vehicles for front-line teams	x10	50,000	100,000	10,000	10,000	10,000	10,000
Contingonov	100/	20 512	242 250	262 000	457 400	442 707	449 707
Contingency	10%	28,512	243,358	263,080	457,498	443,707	448,707
DK / E-learning implementation	1						
Set-up and on boarding			25,000				
Sub-total		363,628	2,801,938	2,903,882	5,042,482	4,890,773	4,945,773

Ongoing costs Summary

Yashchenko Foundation		Scale-up	2024	2025	2026	2027	2028
Program Management		17,244	68,976	66,000	67,500	69,000	70,500
Program Coordinators		7,875	31,500	33,075	34,729	36,465	38,288
Front-line team leaders		12,930	103,440	108,612	114,043	119,745	123,732
Front-line team expenses	Volunteer expenses	3,000	24,000	25,200	26,460	27,783	29,172
Travel	Program management travel (inc Eldon)	7,500	30,000	31,500	33,075	34,729	36,465
Warehousing - Rent & Staffing		6,250	25,000	25,000	25,000	25,000	25,000
Logistic support	Transportation from Denmark	50,000	200,000	225,000	380,000	399,000	418,950
Delivery support	Internal UA distribution	35,000	140,000	157,500	266,000	279,300	293,265
Insurance		750	3,000	3,150	3,308	3,473	3,647
Gas		55,500	222,000	233,100	244,755	256,993	269,842
Maintenance		8,000	32,000	33,600	35,280	37,044	38,896
Accountancy & Audit UK		6,250	25,000	26,250	27,563	28,941	30,388
Accountancy & Audit UA		5,000	20,000	21,000	22,050	23,153	24,310
Cost recovery rate	5%	11,561	46,246	49,449	63,988	67,031	70,123
Contingency	10%	22,686	97,116	103,844	134,375	140,766	147,258
Sub-total		249,546	1,068,278	1,142,280	1,478,125	1,548,421	1,619,836
DonorUA Administration							
Management and IT support (mobile app development + web&mob support)		91,500	366,000	400,000	500,000	500,000	500,000
Team lead/trainers		51,600	206,400	237,360	361,200	361,200	361,200
Testing team expenses		70,520	282,080	282,240	576,000	576,000	576,000
PR / Campaigning		15,000	60,000	63,000	66,150	69,458	72,930
eLearning enrolment update		3,000	12,000	12,000	12,000	12,000	12,000
Training for trainers		3,000	12,000	12,000	12,000	12,000	12,000
Trainning for medical volunteers		3,000	12,000	12,000	12,000	12,000	12,000
Training for volunteers		3,000	12,000	12,000	12,000	12,000	12,000
Trainning for family doctors		4,500	18,000	18,000	18,000	18,000	18,000
Transportation and accommodation costs		9,300	37,200	39,060	41,013	43,064	45,217
Leadership travel		600	2,400	2,520	2,646	2,778	2,917
Leadership accommodation		600	2,400	2,520	2,646	2,778	2,917
Accountancy/audit fees		2,000	8,000	8,400	8,820	9,261	9,724
Contingency	10%	25,762	103,048	110,110	162,448	163,054	163,691
Sub-total		283,382	1,133,528	1,211,210	1,786,923	1,793,593	1,800,596
Program Total	Fixed and ongoing costs	647,010	5,003,744	5,257,372	8,307,530	8,232,787	8,366,205









Our Program is supported by:



Yashchenko Foundation

Yashchenko Foundation is a company limited by guarantee registered in England and Wales No. 15705224

7 Bell Yard, London England, WC2A 2JR United Kingdom

Charitable Foundation Yashchenko is a Ukrainian registered Charitable Fund - EDRPOU code 45437284

Building 58/2, apartment 2, Sichovykh Striltsiv Street, Kyiv, 04053 Ukraine

DonorUA

NGO "All-Ukrainian Association of Donors of Ukraine" EDRPOU 34934620

9/5 Keramichnyi ave. Office 12 Kyiv, 03039 Ukraine

Eldon Biologicals A/S

Eldon Biologicals A/S is a Danish registered company No. 26747007

Sandtoften 10, 2820 Gentofte Denmark

MOЯ CPYCA KPOBI



The Walking Blood Bank